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THE CLAIMS:

Please amend the claims as follows:

1. (CURRENTLY AMENDED) A method of automatically scrolling comprising the steps of:

- (a) placing a cursor on a respective end of a floating border structure; and,
- (b) in direct response to step (a), automatically scrolling through content extending beyond a display window into a field of view of the display window in a predetermined direction designated by the end.

2. (ORIGINAL) The method according to claim 1, wherein:
the floating border structure has a top end and a bottom end; and
the step (b) includes:

- when the respective end is the top end, the content is automatically scrolled down to bring the content within the field of view; and,
- when the respective end is the bottom end, the content is automatically scrolled up to bring the content within the field of view.

3. (ORIGINAL) The method according to claim 2, wherein the floating border structure has a right-side end and a left-side end; and
wherein the step (b) further includes the steps of:

- when the respective end is the right-side end, the content is automatically scrolled left to bring the content within the field of view; and
- when the respective end is the left-side end, the content is automatically scrolled right to bring the content within the field of view.

4. (ORIGINAL) The method according to claim 1, further comprising the steps of:

- (c) moving the cursor away from the respective end; and
- (d) directly in response to the step (c), automatically stopping the step (b).

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5. (ORIGINAL) The method according to claim 1, further comprising the steps of:

(c) during the step (b), determining if a full-screen shift of the content has occurred; and

(d) in response to step (c) automatically pausing the step (b).

6. (ORIGINAL) The method according to claim 5, further comprising the steps of:

(e) after the step (d), clicking a left key of a mouse; and

(f) in response to the step (e), resuming the step (b).

7. (ORIGINAL) The method according to claim 1, wherein the display window is a browser window, and the content is a page.

8. (ORIGINAL) The method according to claim 1, wherein the floating border structure is a floating line or floating box.

9. (ORIGINAL) The method according to claim 1, further comprising the steps of activating a user control to perform one of: begin automatic scrolling, stop automatic scrolling, advance scrolling a page, increase scrolling speed and decrease scrolling speed.

10. (CURRENTLY AMENDED) A method of automatically scrolling comprising the steps of:

placing a cursor on at least one of a plurality of direction indicators; and

in direct response to the step of placing while the cursor is on the one direction indicator, automatically scrolling through content extending beyond a display window, into a field of view of the display window, in a predetermined direction designated by the one direction indicator.

11. (CURRENTLY AMENDED) A browser display window comprising:

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a display window having a field of view;

a first floating border structure having first and second ends oriented in a vertical plane for effectuating automatic scrolling vertically through content within the field of view when in direct response to a cursor is being placed on a respective one of the first and second ends; and

a second floating border structure having third and fourth ends oriented in a horizontal plane for effectuating automatic scrolling horizontally through content within the field of view when in direct response to the cursor is being placed on a respective one of the third and fourth ends.

12. (ORIGINAL) The window according to claim 11, wherein, the first floating border structure has a top end and a bottom end such that when the respective end is the top end, the content is automatically scrolled down to bring the content within the field of view, and when the respective end is the bottom end, the content is automatically scrolled up to bring the content within the field of view.

13. (ORIGINAL) The window according to claim 12, wherein:
the second floating border structure has a right-side end and a left-side end; and
when the respective end is the right-side end, the content is automatically scrolled left to bring the content within the field of view; and when the respective end is the left-side end, the content is automatically scrolled right to bring the content within the field of view.

14. (ORIGINAL) The window according to claim 11, wherein the content is a page.

15. (ORIGINAL) The window according to claim 11, wherein the first and second floating border structures are a floating line.

16. (ORIGINAL) The window according to claim 11, wherein the first and second floating border structures are a floating box.

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17. (ORIGINAL) The window according to claim 11, wherein the automatic scrolling is limited to a full-screen shift.

18. (ORIGINAL) The window according to claim 11, wherein the automatic scrolling is automatically stopped when the cursor is moved away from the first floating border structure or the second floating border structure.

19. (CURRENTLY AMENDED) The window according to claim 11, wherein the display window is a main display window; and,

further comprising:

a second display window having a second field of view within the main display window;

a first floating sub-border structure having first and second ends oriented in a vertical plane for effectuating automatic scrolling vertically through content within the second field of view ~~when~~ in direct response to the cursor is being placed on a respective one of the first and second ends of the first floating sub-border structure; and

a second floating sub-border structure having third and fourth ends oriented in a horizontal plane for effectuating automatic scrolling horizontally through content within the second field of view ~~when~~ in direct response to the cursor is being placed on a respective one of the third and fourth ends of the second floating sub-border structure.

20. (ORIGINAL) The window according to claim 11, further comprising:

a plurality of autoscrolling controls, the autoscrolling controls including at least two of:

- a go button;
- a stop button;
- a page button;
- a continuous button;
- a slow down button; and,

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a speedup button.

21. (CURRENTLY AMENDED) A method of displaying and navigating through a website comprising the steps of:

displaying a page of a website; and,

during the displaying step, automatically scrolling the page to push and allure navigation through the website, even if the user does nothing.

22. (ORIGINAL) The method according to claim 21, wherein the website has multiple categories wherein each category has multiple sub-categories; and further comprising the step of:

displaying a floating dynamic instruction box overlaid on the page that displays navigational links for alluring the user to further navigate to a category or to a sub-category.

23. (ORIGINAL) The method according to claim 21, wherein the page is a website home page.

24. (ORIGINAL) The method according to claim 21, wherein the page includes at least one blinking picture or link; and

further comprising the step of:

dynamically changing the floating dynamic instruction box in response to the at least one blinking picture to entice the user to further navigate.

25. (ORIGINAL) The method according to claim 21, further comprising the steps of:

automating sequences of blinking links in a page; and,

activating the blinking links of the sequences to automatically and sequentially push navigation within the website.

26. (ORIGINAL) The method according to claim 25, wherein the sequences

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are based on user demographics or profile.

27. (ORIGINAL) The method according to claim 21, wherein the page includes at least two independent windows.

28. (ORIGINAL) The method according to claim 27, further comprising the step of automatically scrolling independently the at least two independent windows.

29. (ORIGINAL) The method according to claim 27, further comprising the steps of:

automatically scrolling a first one of the at least two independent windows at a first speed; and,

automatically scrolling a second one of the at least two independent windows at a second speed different from the first speed.

30. (ORIGINAL) The method according to claim 27, further comprising the steps of:

manually scrolling a first one of the at least two independent windows; and,

continuously, automatically scrolling a second one of the at least two independent windows.

31. (CURRENTLY AMENDED) An apparatus for displaying and navigating through a website comprising a browser window having a field of view for displaying a webpage of a website within the field of view, wherein the webpage is automatically scrolled to push and allure navigation through the website, even if the user does nothing.

32. (ORIGINAL) The apparatus according to claim 31, wherein the website has multiple categories wherein each category has multiple sub-categories; and

further comprising:

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a floating dynamic instruction box adapted to be overlaid on the webpage that displays navigational links for alluring the user to further navigate to a category or to a sub-category.

33. (ORIGINAL) The apparatus according to claim 31, wherein the webpage is a website home page.

34. (ORIGINAL) The apparatus according to claim 31, wherein the webpage includes at least one blinking picture or link;

further comprising:

means for dynamically changing the floating dynamic instruction box in response the at least one blinking picture to entice the user to further navigate.

35. (ORIGINAL) The apparatus according to claim 31, further comprising:
means for automating sequences of blinking links in the webpage; and
means for activating the blinking links of the sequences to automatically and sequentially push navigation within the website.

36. (ORIGINAL) The apparatus according to claim 31, wherein the webpage includes at least two independent windows.

37. (ORIGINAL) The apparatus according to claim 36, wherein the at least two independent windows are automatically scrolled independently.

38. (ORIGINAL) The apparatus according to claim 36, wherein:
a first one of the at least two independent windows is automatically scrolled at a first speed; and
a second one of the at least two independent windows is automatically scrolling at

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a second speed different from the first speed.

39. (ORIGINAL) The apparatus according to claim 36, further comprising:
means for manually scrolling a first one of the at least two independent windows;
and
means for continuously, automatically scrolling a second one of the at least two
independent windows.